

TO: John Hollenbach

FROM: Renée Butler / Alicia Huaman / Marlboro Event Marketing

SUBJECT: Miller Genuine Draft 200 - June 4, 1995

DATE: May 8, 1995

As the start date for the promotional activities for the Miller Genuine Draft 200 in the Wisconsin market is rapidly approaching, please be aware of the following key elements.

**CUSTOMER HOSPITALITY:**

Philip Morris is planning to entertain 80 guests at the hospitality suite. This provides you with an excellent business building opportunity to extend relationships with key customers. Using the attached form, please list the individuals from your top ten accounts who will be attending the race, including name, title and affiliation. Please MS Mail the completed form to Renée Butler by **May 26, 1995**.

The following will be forwarded to your office:

<u>Item</u>	<u>Sales Force</u>
Suite Tickets	80
VIP Credential Stickers	150
Credential Holders	
Marlboro Credential St	

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Racing - Milwaukee  
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**POLE AWARD**

The Marlboro Pole Award is presented to the winner of the business building opportunities through the use of the Pole Award qualifying at 1:00 pm, a designated Philip Morris representative will check. On Sunday, **June 4, 1995**, following the race, we will present the official Marlboro Racing leather duffel bag to the winner. Both presentations will take place on the starting grid. Renée Butler will meet the presenters at the hospitality suite forty-five minutes prior to each presentation and escort them to the starting grid. Please advise Renée Butler who will be presenting the Pole Award no later than Friday morning, **June 2, 1995**.

Plus additional visibility on-site and Saturday, **June 3, 1995**, following the \$10,000 Marlboro Pole Award race, a selected Philip Morris VIP will

**GARAGE TOUR**

The garage tour provides PM USA guests with the opportunity to meet the drivers of the 1995 Marlboro Team Penske and view the Marlboro Racing Indy car.

The garage tour will take place on **Sunday, June 4**; Renée Butler will confirm the time by **May 22, 1995**. Renée Butler will meet the customers at the Hospitality suite to escort them to garage/paddock area. Please ensure that all guests have a black VIP credential sticker affixed to the credential holder. In addition, due to track regulations, all guests attending the tour must wear long pants, shirts with sleeves and closed shoes.

**PACK SALES TRAILERS**

Marlboro will operate a pack sales trailer at the Milwaukee race **June 2 - 4, 1995**. Smokers 21 years of age and older are rewarded with high-quality Marlboro Racing incentive items for a pre-determined pack purchase offer at the trailer. The trailer will be located behind the south main grandstand (Turn 1 area).

The hours of operation are: **June 2 - 4 8:00 am to 6:00 pm**

COMMUNICATED MS MAIL 5/8/95 TO SOM. SOM SHOULD FORWARD THIS INFORMATION TO THE APPROPRIATE PERSONNEL IN HIS SECTION. NO HARD COPIES BY NYO. FOR INTERNAL USE ONLY.

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